



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
[www.uspto.gov](http://www.uspto.gov)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/815,296	04/01/2004	Michelle LaBrosse	CHEE-0011	7330
23550	7590	10/28/2010		
HOFFMAN WARNICK LLC			EXAMINER	
75 STATE STREET			WU, RUTAO	
14TH FLOOR			ART UNIT	PAPER NUMBER
ALBANY, NY 12207			3628	
			NOTIFICATION DATE	DELIVERY MODE
			10/28/2010	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

PTOCommunications@hoffmanwarnick.com

<b>Office Action Summary</b>	<b>Application No.</b> 10/815,296	<b>Applicant(s)</b> LABROSSE ET AL.
	<b>Examiner</b> RUTAO WU	<b>Art Unit</b> 3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
  - If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
  - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 18 August 2010.
- 2a) This action is FINAL.      2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-3,5-9,17-20 and 22-30 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-3,5-9,17-20 and 22-30 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO/SB/06)  
 Paper No(s)/Mail Date \_\_\_\_\_
- 4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date \_\_\_\_\_
- 5) Notice of Informal Patent Application  
 6) Other: \_\_\_\_\_

**DETAILED ACTION**

***Status of Claims***

1. In response filed August 18, 2010, the Applicant amended claims 1, 17 and 22. Claims 1-3, 5-9, 17-20, 22-30 are pending in the current application.

***Response to Arguments***

2. Applicant's arguments with respect to claims 1, 17 and 22 have been considered but are moot in view of the new ground(s) of rejection.
3. Applicant amended claims 1, 17 and 22 to recite analyzing then event using the feedback from the group of customers that attended the event. New grounds of rejection is herein presented.
4. In the previous Office Action, The Examiner submitted Office Notice for claims 19 and 30. The Applicant did not traverse the Examiner's assertion of official notice in the response. Therefore, the feature stated in claims 19 and 30 as well-known in the art is taken to be admitted prior art.

***Claim Rejections - 35 USC § 103***

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-3, 5-9, 17, 18, 20 and 22-29 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Pub No 2002/0156787 to Jameson et al in view of U.S. Pub No 2003/0200192 to Bell et al in view of U.S. Pub No 2002/0128934 to Shaer in further view of Show Management 101 by Rayna Skolnik ("Skolnik").

**Referring to Claim 1:**

A system comprising:

At least one computer device configured to performed a method for integrating event management, the method including:

Jameson et al do not expressly disclose

managing customer information for customers of an event provider stored in a customer database;

Bell et al disclose a customer database storing information and interest of customers that want to be notified of an event. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

Jameson et al disclose managing event information for events provided by the event provider stored in an event database; [0061], [0071] and

Jameson et al disclose contacting customers of the event provider using the customer database and the event database,[0079] the marketing system including:  
informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, [0071], [0073], and

Jameson et al do not expressly disclose wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database;

Bell et al disclose a customer database storing customer information and notifying the customer of events based on the customers' interests. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

and

Jameson et al and Bell et al do not expressly disclose obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database.

Shaer disclose a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event, [0196] therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al and Bell et al to combine the feedback system as disclosed by Shaer since the claimed invention is merely a combination of old elements, and in the combination the feedback system each element merely would have performed the same function to collect feedback as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable to teach a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event wherein the feedback is obtained using information contained in the customer database and event database.

Jameson et al, Bell et al or Shaer do not expressly disclose analyzing the event using the feedback from the group of customers that attended the event and, based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event.

Skolnik discloses analyzing a event using the feedback from the group of customers that attended the event and based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event. (Why evaluate shows?)

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al, Bell et al, Shaer to include the event analyzation as disclosed by Skolnik since the claimed invention is merely a

combination of old elements, and in the combination the Skolnik reference would have taken the feedback data supplied by Shaer to perform the evaluation as it would have performed separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

**Referring to Claim 2:**

Jameson et al disclose the system of claim 1, the method further including managing accounting information for each event. (Fig 16, 17, 21, 22)

**Referring to Claim 3:**

Jameson et al the system of claim 1, the method further including processing electronic payment for an individual to attend an event, (Fig 21, 22) [0093], [0094]

**Referring to Claim 5:**

Jameson et al disclose the system of claim 1, wherein customers are contacted by at least one of: an e-mail, a newsletter, or a telephone call. [0079]

**Referring to Claim 6:**

Jameson et al disclose the system of claim 1, wherein the managing customer information includes:

providing customer information and event information for a display to a user; (Fig 11-22

allowing a customer to manage the customer information; [0101] and allowing an event provider to manage the customer information. [0076]

**Referring to Claim 7:**

Jameson et al disclose the system of claim 1, wherein the managing event information includes:

allowing an event provider to manage the event; [0075], [0076] and  
allowing a customer to register for the event. [0095]

**Referring to Claim 8:**

Jameson et al disclose the system of claim 7, wherein the managing event information further includes providing data on the event to a customer that has registered for the event. [0096], [0097]

**Referring to Claim 9:**

Jameson et al disclose the system of claim 7, wherein the managing event information further includes limiting access to functionality of the event management system. [0068]

**Referring to Claim 17:**

A computer program product embodied on a computer useable storage medium having computer readable program code embodied therein, which enables a computer system to implement a method for integrating event management, the method comprising:

Jameson et al do not expressly disclose managing customer information for customer of an event provider stored in a customer database;

Bell et al disclose a customer database storing information and interest of customers that want to be notified of an event. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

Jameson et al disclose managing event information for events provided by the event provider stored in an event database; [0061], [0071] and

Jameson et al disclose marketing an event of the event provider to customers of the event provider using the customer database and the event database, wherein the event requires payment for an individual to attend, and wherein the marketing includes [0071], [0073], [0079]:

Jameson et al do not expressly disclose promoting the event to a group of customers using email, wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database;

Bell et al disclose a customer database storing customer information and notifying the customer of events based on the customers' interests. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination

of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

and

Jameson et al and Bell et al do not expressly disclose obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database.

Shaer disclose a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event, [0196] therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al and Bell et al to combine the feedback system as disclosed by Shaer since the claimed invention is merely a combination of old elements, and in the combination the feedback system each element merely would have performed the same function to collect feedback as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable to teach a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event wherein the feedback is obtained using information contained in the customer database and event database.

Jameson et al, Bell et al or Shaer do not expressly disclose analyzing the event using the feedback from the group of customers that attended the event and, based on

the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event.

Skolnik discloses analyzing a event using the feedback from the group of customers that attended the event and based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event. (Why evaluate shows?)

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al, Bell et al, Shaer to include the event analyzation as disclosed by Skolnik since the claimed invention is merely a combination of old elements, and in the combination the Skolnik reference would have taken the feedback data supplied by Shaer to perform the evaluation as it would have performed separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable

**Referring to Claim 18:**

Jameson et al disclose the computer program product of claim 17, the method further comprising:

managing accounting information for each event; (Fig 16, 17, 21, 22) and processing payment by a customer for an event. (Fig 21, 22) [0093], [0094]

**Referring to Claim 20:**

Jameson et al disclose the computer program product of claim 17, wherein managing customer information includes allowing each customer to manage the customer information for the customer. [0101]

**Referring to Claim 22:**

A computerized method for integrating event management, the method comprising:

Jameson et al do not expressly disclose managing customer information for customers of an event provider stored in a customer database using a computer system including at least one computing device;

Bell et al disclose a customer database storing information and interest of customers that want to be notified of an event. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

Jameson et al disclose managing event information for events provided by the event provider stored in an event database using the computer system; [0061], [0071] and

Jameson et al disclose contacting customers of the event provider using the customer database and the event database using the computer system,[0079] the contacting including:

informing a group of customers of an event, wherein the event requires payment for an individual to attend and attendance at the event is not limited to invited individuals only, [0071], [0073], and

Jameson et al do not expressly disclose wherein the group of customers is identified as having a possible interest in attending the event using customer information stored in the customer database;

Bell et al disclose a customer database storing customer information and notifying the customer of events based on the customers' interests. (Fig 1), [0061]

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to combine the customer database as disclosed by Bell et al since the claimed invention is merely a combination of old elements, and in the combination the customer database would perform the same functions with the event notifying system of Jameson et al as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable.

and

Jameson et al and Bell et al do not expressly disclose obtaining feedback from a group of customers that attended the event, wherein the feedback is obtained using information contained in the customer database and the event database.

Shaer disclose a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event, [0196] therefore, it would have been obvious to one having ordinary skill in the art at the time the

invention was made for Jameson et al and Bell et al to combine the feedback system as disclosed by Shaer since the claimed invention is merely a combination of old elements, and in the combination the feedback system each element merely would have performed the same function to collect feedback as it did separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable to teach a feedback system of an event planning system for obtaining feedback from a group of customers that attended the event wherein the feedback is obtained using information contained in the customer database and event database.

Jameson et al, Bell et al or Shaer do not expressly disclose analyzing the event using the feedback from the group of customers that attended the event and, based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event.

Skolnik discloses analyzing a event using the feedback from the group of customers that attended the event and based on the analyzing, generating a report to indicate an effectiveness of marketing the event and a quality of the event. (Why evaluate shows?)

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al, Bell et al, Shaer to include the event analyzation as disclosed by Skolnik since the claimed invention is merely a combination of old elements, and in the combination the Skolnik reference would have taken the feedback data supplied by Shaer to perform the evaluation as it would have

performed separately. Therefore, one ordinary skill in the art would have recognized that the results of the combination were predictable

**Referring to Claim 23:**

Jameson et al disclose the method of claim 22, further comprising managing accounting information for each event using the computer system, the managing including accounting for revenue received as a result of providing the event and deducting expenses for the event. (Fig 16, 17, 21, 22)

**Referring to Claim 24:**

Jameson et al the method of claim 22, further comprising processing electronic payment for an individual to attend an event using the computer system, (Fig 21, 22) [0093], [0094]

**Referring to Claim 25:**

Jameson et al disclose the method of claim 22, wherein customers are contacted by at least one of: an e-mail, a newsletter, or a telephone call. [0079]

**Referring to Claim 26:**

Jameson et al disclose the method of claim 22, wherein the managing customer information includes:

providing customer information and event information for a display to a user; (Fig 11-22

allowing a customer to manage the customer information, the customer information including contact information and a subscription status; [0101] and allowing an event provider to manage the customer information. [0076]

**Referring to Claim 27:**

Jameson et al disclose the method of claim 22, wherein the managing customer information includes:

allowing an event provider to manage the event; [0075], [0076] and  
allowing a customer to register for the event. [0095]

**Referring to Claim 28:**

Jameson et al disclose the method of claim 27, wherein the managing customer information further includes providing data on the event to a customer that has registered for the event. [0096], [0097]

**Referring to Claim 29:**

Jameson et al disclose the method of claim 27, wherein the managing customer information further includes limiting access to functionality of the event management system. [0068]

7. Claims 19 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Pub No 2002/0153787 to Jameson et al in view of U.S. Pub No 2003/0200192 to Bell et al in view of Skolnik in further view of U.S. Pub No 2002/0128934 to Shaer in further view of Official Notice.

**Referring to Claim 19:**

The computer program product of claim 17, wherein the program code configured to manage event information includes:

Jameson et al disclose sending attendee URL links of the event for attendee to register. [0073], [0095]

Jameson et al combined with Bell et al and Shaer do not expressly disclose placing the URL to the event registration on a third party website.

However, the Examiner takes Official Notice that placing links on third party websites, or URL referral service, is old and well known in the art. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made for Jameson et al to allow the event planners to place the URL of the event registration page on a third party website for attendees to access.

Jameson et al disclose program code configured to limit access to even information and management functions based on a security level of a user; [0068]

Program code configured to register a customer for the event using the vent registration web page; [0095] and

Program code configured to provide additional event information to the registered customer. [0096], [0097]

**Referring to Claim 30:**

Jameson et al, Bell et al, Skolnik and Shaer do not expressly disclose wherein the event provider is a third party, the method further comprising receiving payment from the third party in return for integrating event management for an event provided by the third party. However, the Examiner takes Official Notice that it is old and well known for a third party to provide payment for a service to be performed. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was

made for the party that is providing the event to provide payment for using the integrating event management service.

***Conclusion***

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to RUTAO WU whose telephone number is (571)272-3136. The examiner can normally be reached on Mon-Fri 8-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on (571)272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/RUTAO WU/  
Examiner, Art Unit 3628